



## **FACULTAD DE TURISMO Y FINANZAS**

### **GRADO EN TURISMO**

### **LUXURY TOURISM**

Trabajo Fin de Grado presentado por Carmen García-Carpintero Rodríguez, siendo la tutora del mismo Manuela Escobar.

Vº. Bº. del Tutor:

Alumno:

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D.

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**GRADO EN TURISMO**  
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TÍTULO:

**Luxury Tourism**

AUTOR:

**Carmen García-Carpintero Rodríguez**

TUTOR:

**Manuela Escobar**

DEPARTAMENTO:

**Departamento de Filología Inglesa**

ÁREA DE CONOCIMIENTO:

**Filología Inglesa**

RESUMEN:

La presente investigación se basa en el estudio del turismo de lujo actual, haciendo un breve repaso sobre la evolución del turismo allá por la Edad Antigua hasta hoy en día, y adentrándonos más específicamente en el turismo y turista de lujo de la Edad Contemporánea, analizando el perfil turístico, los destinos más solicitados y las agencias de viajes y turoperadores más demandados por este nuevo tipo de clientes.

PALABRAS CLAVE:

Luxury tourism, destinations, hotels, travellers, TripAdvisor.



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# CAPÍTULO 1

## INTRODUCCIÓN, OBJETIVOS Y METODOLOGÍA

La presente investigación se basa en un estudio sobre el turismo de lujo actual, partiendo desde la evolución histórica de los indicios del principio del turismo desde la edad antigua hasta su claro resurgimiento progresivo, allá por los años 50, hasta una descripción explícita desde el punto de vista de varios directores y especialistas en el presunto tema, analizando el perfil del turista de lujo de hoy en día y los principales destinos turísticos de lujo alrededor del mundo, así como sus principales recursos más demandados, realizando seguidamente un análisis de las principales agencias de viajes y tour operadores más representativos de este nuevo sector emergente.

La elección de este tema me pareció interesante ya que el turismo de lujo no está denominado como un tipo de turismo en sí como lo es el turismo rural, el cultural o el gastronómico, sino es una tendencia en alza que ha ido creciendo a lo largo de los años en los principales continentes desarrollados como Europa y América del Norte, pero que también en las últimas décadas ha ido creciendo tanto como en Asia y África.

El lujo puede tener significados altamente diferentes entre sí, ya que cada persona percibe el lujo como algo distinto a otra, unas vacaciones de lujo pueden ser tanto en una playa de la costa Onubense con familia y amigos como en un Resort todo incluido en las islas Seychelles. Por eso, la percepción de cada persona cambia mucho el significado de la palabra, pero el presente trabajo no se rige por percepciones, sino por hechos económicos que demuestran que el gasto turístico superior a la media es denominado turismo de lujo. Hoy en día, una parte significativa de los ingresos totales que proporciona el turismo es gracias al llamado segmento turismo de lujo, no es tal el volumen de turismo de este sector sino más bien el gasto total realizado por estos tipos de viajeros, dominado en mayor parte por turistas jóvenes que priman la experiencia sobre la suntuosidad, el glamour y el lujo tradicional.

El proyecto que presento consta de cinco capítulos estructurados de la siguiente manera, siendo el primer capítulo este mismo, abarcando introducción, objetivos y metodología;

El segundo capítulo se basa en una aproximación histórica y teórica del turismo, respondiendo a la pregunta ¿Qué es el turismo de lujo?, ese nuevo segmento que crece a lo largo del tiempo en mayor proporción gracias al desarrollo tecnológico, de comunicaciones e infraestructuras y el que engloba a una serie de turistas que priman la experiencia sobre el lujo tradicional y clásico, conocido como glamour u ostentación. El lujo está experimentando un cambio social, los formalismos típicos de la antigüedad ya no están a la orden del día, si no las experiencias que ofrecen esos nuevos productos y servicios a disposición de viajeros con un alto poder adquisitivo. Por supuesto, la calidad en los detalles y la confianza en el proveedor siguen siendo fundamentales, tanto como productos y servicios personalizados y de percepción única que queden para siempre en el recuerdo. La evolución histórica del turismo también se incluye en este capítulo, comenzando desde la Edad Antigua en la Grecia clásica, cuando los primeros movimientos turísticos comenzaron cuando las personas se desplazaban con motivo de asistir a los Juegos Olímpicos en Olimpia. Avanzando en el tiempo, en la Edad Media, surgieron otro tipo de movimientos turísticos motivados por la religión, las peregrinaciones, las más frecuentes hacia la Meca y desde Venecia a Tierra Santa. Debido a la continuidad de estas peregrinaciones en la Edad Moderna, surgió la necesidad de crear unos nuevos alojamientos llamados Hotel (palabra francesa que designaba los palacios urbanos) para alojar a las grandes personalidades, ya que viajaban con todo su séquito y no eran posibles de alojar a todos en un mismo palacio. Después de dos guerras mundiales, el crack del 29 y

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diversos problemas históricos, el turismo sufre un parón aunque nunca dejó de crecer. Es entonces cuando en los años 50 de empieza a hablar de boom turístico.

En el tercer capítulo se recoge el perfil del turista de lujo, abarcando cuestiones como:

1. Cuántos viajes se contratan y realizan por año
2. Cuándo se realizan estos viajes y cuál suele ser el periodo de duración
3. Qué cantidad de dinero se suele gastar de promedio el turista de lujo
4. Qué servicios son contratados con respecto al viaje en sí
5. Dónde suelen ser los destinos más solicitados
6. Y por qué se suelen sentir atraídos los turistas una vez están en el destino elegido.

El cuarto capítulo se centra en los principales destinos de lujo a nivel mundial y sus principales recursos, destacando en cada destino los mejores hoteles seleccionados cuidadosamente por una de las mejores webs de opiniones de viajeros, TripAdvisor. . Los sitios con la marca TripAdvisor conforman la comunidad de viajes más grande del mundo, que alcanza la cifra de 340 millones de visitantes únicos al mes, y 350 millones de opiniones y comentarios sobre más de 6,5 millones de alojamientos, restaurantes y atracciones. (TripAdvisor, n.d.). Los destinos elegidos se basan en las principales reseñas excelentes de los viajeros, los recursos de cada destino, la política y el medioambiente y la percepción del turista de ese destino. Los destinos están divididos por sectores, tres continentes y el océano pacífico.

ASIA	PACÍFICO	ÁFRICA	EUROPA
-Tailandia	-Polinesia	-Islas Mauricio	-Francia
-Maldivas	-Caribe	-Seychelles	-Italia
-Dubái		-Zanzíbar	

**Tabla 1.1 Principales destinos de lujo.** Fuente: Elaboración propia.

El quinto y último capítulo engloba a las principales agencias de viaje del sector del turismo de lujo junto al principal turoperador. La principal red de agencias de viajes a nivel mundial del sector de lujo es Virtuoso, una red que engloba a cientos de agencias de viajes y agentes especializados en variedad de destinos de lujo, dejando a elección del consumidor la elección de estos. A Virtuoso se le suma Zicasso, otra red de agentes de viajes de todo el mundo que opera de una forma peculiar pero similar a Virtuoso. Para destacar como turoperador, tenemos a Cox & Kings, la compañía de viaje más arraigada del mundo, ganadora de múltiples premios mundiales con respecto a turoperadores.

Decidí desarrollar este trabajo en inglés ya que es una manera de superación personal con respecto al idioma, porque me ha supuesto bastante más trabajo que si lo hubiera escrito en español. Me parece interesante desarrollar un trabajo extenso y formal en el idioma extranjero para poder adquirir más conocimientos lingüísticos y gramaticales, así como sinónimos y palabras clave que antes podía no conocer y gracias al proyecto ahora están en mi vocabulario.

Con respecto a los objetivos, he desarrollado una tabla que explica claramente mis propósitos iniciales con este proyecto:



**-Analizar la evolución del turismo, resurgimiento de este nuevo segmento y especificar tendencias del turismo de lujo a nivel mundial**

**-Conocer los principales destinos de lujo más demandados y sus recursos**

**-Conocer las principales agencias de viajes y touroperadores encargados de estos viajes suntuosos.**

**-Aproximación del perfil del turista de lujo**

**-Determinar la actual situación del turismo de lujo en el mundo**

**Tabla 1.2 Objetivos del proyecto.** Fuente: Elaboración propia.

Para la metodología de este proyecto, he usado varias publicaciones de revistas, plataformas online y electrónicas, como *The Economist*, *Hosteltur*, *The Blueroom Project*, Revista El País, entre otras webs, con cantidad de artículos del turismo de lujo tanto nacional como internacional. También he consultado portales académicos como Fama, de la Universidad de Sevilla, Google Scholar o Dialnet, para obtener información contrastada de autores expertos en el tema.

El presente trabajo está escrito en inglés, una forma que me pareció muy interesante de elaborar para enriquecerme en el idioma y avanzar gramaticalmente. Para la elaboración del trabajo en inglés, los soportes de ayuda que he usado han sido páginas webs como WordReference, Linguee o The Saurus, una página web que muestra los sinónimos y antónimos de las palabras solicitadas. Para apartados como ¿Qué es el turismo de lujo? Y la evolución histórica del turismo, he usado respectivamente webs como Hosteltur, portal líder de noticias de turismo en Español, formado por un grupo de comunicación especializado en información turística profesional, recabando información de varios artículos publicados y traduciéndolos simultáneamente al inglés, y webs como la de la Organización Mundial del Turismo junto con otros portales tale como Vinculando, o revistas digitales extraídas de Google Scholar así como Cultural Heritage and Tourism Evolution, C Moulin - Historic environment, 1990, para consultar la evolución histórica del turismo y poder extraer un breve resumen conciso posteriormente también traducido.

Para el capítulo cuatro, los principales destinos de lujo y sus recursos, he usado como web principal de consulta TripAdvisor, la mayor web e viajes del mundo, dónde los viajeros planificar y reservar el viaje que mayor se ajuste a sus deseos y necesidades tanto como dar opiniones abiertas y valorativas de los destinos, hoteles y demás recursos patrimoniales y culturales. Los destinos con marca y recomendación TripAdvisor son claramente una elección segura, ya que está valorado por millones de usuarios de todo el mundo, por lo tanto las expectativas y percepciones del viajero potencial están muy influenciadas por estas opiniones.

**Nota: Todas las referencias tanto de autores como de páginas webs escritas en español, han sido posteriormente traducidas por mí para plasmarlo en este proyecto.**



## CAPÍTULO 2

### HISTORICAL BACKGROUND

Luxury tourism has entered a new phase; a new segment in which experience takes precedence over the ostentation.

The tourism industry has identified a VIP travelers growing class, relatively young, cosmopolitan and newly rich who are redefining the luxury tourism and its expectations regarding the services of this segment. "They seem informal, they walk around the hall of the hotel in swim wear, and they don't want four people around them waiting for pick up a tissue just if it fall. But when they want a service, they want it spotless" recently explained the luxury brand department manager of the Hilton Worldwide in a hotel business day.

The concept of luxury in the tourism industry is developing from glamour and opulence to a very flexible concept, in which an excessive expense is not valued. As matter of fact, there have been some luxury brands that recently chosen a standpoint focused on the new lifestyles instead of riches appearance; contemporary architecture come first than the golden, big curtains or baroque decorations tendency characteristic of the lifelong luxury hotels.

It seems like there is a social change operating; nowadays, luxury is more about what somebody wants to do instead of formality. Likewise, luxury is now moving to a more accessible tourism for those rich new people from Millennial' generations, the new generation of people born 1981 to 1995 who are the travelers that travel the most to certain destinations to sleep in unusual, weird and rare hotels no matter the price or the accommodation, just to live the experience; cabins on top of trees, old train engines, cabins in a rock island where you can only arrive by helicopter, prisons, mansions, underwater capsules, among others. These are just some of the 312 establishments all around the world where the Unusual Hotels of the World commercialize with 5 stars hotel tariffs.

Actually, the number of luxury hotels in construction or planned worldwide ascend to almost 1,230 new establishments, TopHotelProjects report. Investors and hotel chains have focused in Asia and The Middle East to build their projects; 770 hotels are being constructed between Dubai and Shanghai.

Pangaea Observatory polls the European Trade on patterns and trends that shape the world of travel; the most recent is the fourth edition of the survey devoted to Luxury Travel Trends. Over the last few years, trends in luxury travel to keep track of issues such as:

- What is the ordinary length of luxury holidays and what is the average spending per trip?
- Which elements are most attractive to the luxury travelers?
- Which destinations worldwide will be successful in the coming years and which ones currently are?
- How do luxury travelers find information about the destination they want to go?
- How will the luxury sector work in the next years according to professionals?

These questions will be answered in this project report.

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## 2.1. WHAT IS LUXURY TOURISM?

Luxury travel or luxury tourism can be defined from different points of view. It could mean something totally different from one person to another, because people's perceptions of what luxury means vary widely. Some definitions of people working in the luxury travel industry provide an interesting insight into contrasting viewpoints.

"Luxury travel today is defined less by thread count and Michelin stars and more by access to the people, places and experiences that represent all that is authentic about a destination. There's no denying that comfort factors still apply and high standards of accommodation and dining will always feature on the luxury traveler's wish list. However, today's luxury traveler seeks more depth of understanding and immersion into local culture than ever before. People don't just want to see – they want to participate. The sales process is also critical and whilst the online proposition can be an asset in terms of booking more simple arrangements, clients looking for luxury experiential travel require a deep level of sophisticated knowledge and confidence during the sales process." (George Morgan-Grenville, Chief Executive Officer, Red Savannah)

"I believe luxury travel is about having time to enjoy the landscape; an opportunity to luxuriate in culture, to stretch out, observe and literally lose yourself in the place you're visiting. One of my personal luxurious treats in Italy is to start the day with a real cappuccino (served at the right temperature – not boiling hot, but just drinkable) accompanied by a freshly baked pastry. Perfetto." (Lorne Blyth, Director, Flavours holidays Ltd)

"There has been a dramatic change in how we define the concept of luxury travel over the past few years, largely due to the current economic climate. The current climate has deepened the definition, making it much more multi-layered than it once was. It has pushed consumers away from conspicuous consumption towards more authentic, simple and genuine experiences that incorporate elements of environmental awareness and social responsibility. Sure, the traditional perception will always hold true for some travelers, but more and more travelers are valuing the personal element experienced on their travels. This begins from the preparation stages, the service they receive, the people they meet and the memories they return with." (Engi Bally, PR & Marketing Manager, SilverDoor)

### *Essential values of luxury tourism*

According to "The future of luxury travel" report, presented by Horwath HTL, a consulting network specialized in touristic sector; there are two factors that make luxury products different;

1. Product singularity: singularity is the result of the following luxury components;
  - Creativity, which guarantee a determined style
  - Quality in materials and products
  - Selectivity in distribution and strategy network
  - Prestigious location of points of sale
  - The high end price, justified by the real quality of the products, brand image and client's necessities
  - A established tradition of knowledge, ability and experience
2. Brand Image: Image reflected by the brand and the product, present in the following areas;
  - Brand attributes which guarantee the client's access to the highest social circles (geographic origin, name of the designer, famous sponsors, etc.)

-The brand communication is exclusive and it tackles the aspirations of a certain group of consumers. In spite of everything before mentioned, price is emphasized. Such as Horwath HTL (2011) established, price and luxury are closely related. Luxury professionals affirm that the high price is the most relevant element to define luxury. Likewise, from client perspective, the price is an important indicator now that tends to associate with exclusivity and social distinction. According to Campuzano (2003) "luxury products should have a high price to be perceived by the clients as remarkable value products". However, the fact that a product has a high price doesn't mean it will be bought. Some other aspects like intangible and emotional aspects could influence. Conclusively, price is important but not determining. Currently, luxury costumers don't just pay attention to the price, but also wants the best quality to justify the expense. (Horwath HTL, 2011)

#### *Social repercussion*

According to Campuzano (2003), luxury satisfies clients both personally and socially. Personally in the sense of the property, egocentric and intimate; social in community sense, it just acquire value over the people's appreciation. Appreciation aforementioned appears when an individual enjoys an exclusive product or service, which promotes a distinction in the society. Exclusivity and prestige are very important values talking about luxury. The fact of having oneself a unique and select product shows superiority over the rest. However, in order to the social recognition exists, it should exists symbolism. The product or luxury experience should exteriorize a recognition sign that could be a brand, style or logotype. For example, hosting in a Bulgari or Armani Hotel or even drive a Rolls-Royce.

#### *Important sectors in luxury context*

In agreement with the report "The future of luxury travel" by Horwath HTL (2011), the four most important sectors in the luxury context are the accommodation, the transport, experience and travel agencies.

1. Accommodation: one of the most important components of any stay in a destination, being the base of the tourism industry. The luxury accommodations are divided in three main sub sectors:

- City Hotels
- Resorts and Spas
- Properties for vacations and villas

2. Transport: even more important than the accommodation, is the trip essence. Horwath HTL sorted the transport in the following scale:

- Trips by plane
- Trips by boat and high end trains
- Examination expeditions that offer certain trips to selected destinations outside the traditional established routes, such as Antarctic, Patagonia and Kimberley.

3. Experience: luxury trips can focus in a specific experience or can combine cultural experiences, leisure or recreational activities.

-Tours: art, history and shopping are main subjects that motivate the organization of a trip.

-Outdoors: sailing, ski, adventure and wild life are outdoors' activities which are becoming popular in luxury trips.

-Gastronomy and wine: wine cellars, tasting courses and cooking courses are also rising in the luxury segment, not just in small regions but in important cities. In catering trades and restoration, Michelin Guide is standing out. This guide includes a restaurant

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selection of all prices from the most luxury to the cheapest and familiar. The Michelin Red Guide is known for allocate one to eleven stars of great table and one to five cutleries according to the rank of comfort and services the client is looked after. The starts given evaluate which is on the dish, the cooking style, taste, product selection, creativity and ton different characteristics. The star rank is classified by:

\* Three stars indicate an exceptional cuisine which justifies the trip itself.

\*Two stars announce first class quality in its cuisine.

\*One star point out a very good restaurant in its category.

Having more than one star, show that the restaurant is not just one of the best restaurants in the city, but also one of the best of the world. (Manufacture Française des Pneumatiques Michelin., 2015)

4. Travel agencies and tour operators: travel agents are very important in this kind of luxury sector, they are the responsible of selling the trips between the providers and travelers, and are in charge of designing the touristic experience. Travel industry have suffered important changes because of the internet revolution, but is not something that have affected too much to luxury industry, thanks to the online do it yourself trips, luxury travelers wants everything done and completed, price is not the main worry.

## **2.2. EVOLUTION OF LUXURY TOURISM**

Nowadays, international tourism in the world represents more than a billion dollar business. The UNWTO have symbolically celebrated in Madrid the arriving of the one thousand million tourists in 2012. The tourism sector is responsible for the 9% of the global GDP and the 6% of the international business. The progression numbers and international growing tourism are impressive.

Tourism business began in the XIX century as a consequence of the Industrial Revolution, it helped to fulfill people's desire to have leisure, culture, holidays, health, business or familiar situations. These movements were characteristic because they are different from the movements motivated by wars, migration movements or conquests among others with completely different purposes. We will present some stages in tourism industry.

### *Antiquity*

In the classic Greece, leisure had a very important part on people's life, and free time was dedicated to culture, religion, sports and fun. The most prominent movements were those ones people used to do on the occasion of assisting to the Olympic' Games of the Antiquity, where thousands of people used to go and mixed religion and sports together. There were also religious pilgrimages, such as those dedicated to Delphi oracles.

During the Roman Empire, Romans used to go to hot Springs, frequently with huge shows such as theaters, so they made trips to the coast. Those trips were possible due to three fundamental factors; Roman's peace, the development of important communication routes and the economic prosperity, which made possible to certain citizens economic means and spare time.

### *Middle Ages*

At first in the Middle Ages tourism movement went down due to the uncertainty and the economic problems. In this age, a new type of travel was rising; religious pilgrimages. These pilgrimages existed from the Antiquity, but Christianity and Islam cultures will extend these religious expeditions to a larger group of believers, therefore

these shifts will be greater. Most famous expeditions from Venice to Holy Land and Camino de Santiago pilgrimages were continuous trips of all Europe, creating this way inns, lodges, and services for all kind of pilgrims. In the Islamic world, the Hajjad or pilgrimage to La Mecca is one of the five fundamental pillars, obliging all believers to realize this pilgrimage at least once in a lifetime.

### *Modern Age*

Pilgrimages will continue during the Contemporary age. In Rome, 1.500 travelers die because of the bubonic plague; it was at that time when the first hotels emerged. The most important personalities traveled accompanied by servants, a fact that made impossible to get them all together accommodated in palaces, so that is why these new buildings to host people were developed.

This is also the age in which the great maritime expeditions of Spanish, British and Portuguese people arouse curiosity and interest for travelling.

At the end of the XVI century, the children of the aristocracy used to do the Grand Tour at the end of their studies in order to complete their formation and acquire certain experiences. It was a long travel (between three and five years) around different European countries; that is the origin of the words tourism, tourist, etc. The Grand Tour was a trip motivated by the necessity of these young aristocracy teenagers that would have to rule their countries. From the "in situ" knowledge of the nobility of Rome, Paris or Athens, travelers should learn to hold the reins of such an Empire as Britain. For some authors this was the authentic foundational modern phenomenon, considering that it rises up as a revolutionary phenomenon at the same time as the other transformations that was happening in the Illustration.

In this epoch there is also a resurgence of baths, which had declined during the Middle Age. Not only people attended these baths due to medical advices, but also because of fun and entertainment in bath centres such us Bath (England). The discovery of mud baths date from this period as a therapeutic remedy, people went to cold beaches such us Nice or Côte d'Azur (Blue Coast) to have these baths for medical prescription.

With the Industrial Revolution the bourgeoisie is consolidated and people began again to have economic resources and free time to travel. In the Modern Age the invention of the steam engine involves a spectacular decrease of transport; -so far it was pulled by animals-. Railway lines expand, extend and spread quickly to Europe and North America. The use of steam in navedation also reduces time in movements.

Mountain or health tourism starts rising up: famous sanatoriums and European private clinics are built, lots of them continued as little hotels with charm.

This is also the period of cold beaches like Blue Coast, English Channel...

In 1841 Thomas Cook organized the first organized trip in the history. Although it was an economic failure, it is seen as a resounding success in terms of being the precedent of tourist package because it realized the great economic possibilities this activity would bring, making in 1851 the first Travel Agency in the world "Thomas Cook & son".

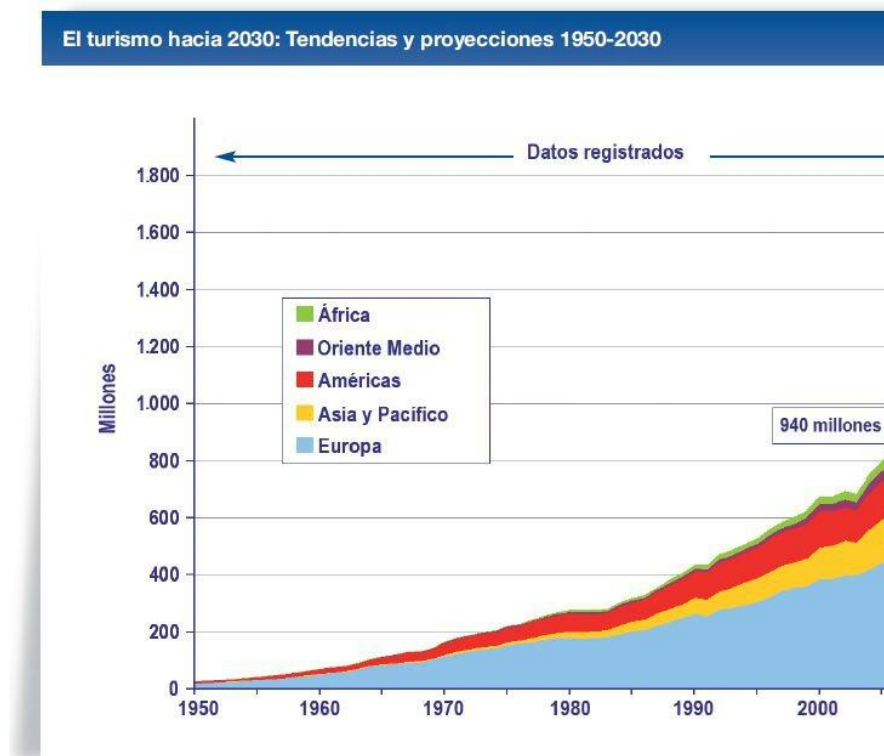
In 1867, the voucher was invented, a document that permits the use of some services prepaid by a travel agency.

At the break out of the First World War in the summer of 1914, it was considered that there were 150,000 American tourists approximately in Europe. At the end of the war, the fabrication of cars started in a mass production. In this time, beaches and rivers became the main points of tourism in Europe starting to get a big importance regarding to sun and beach tourism.

The crack of 1929 affected negatively the tourism sector, limiting its growing until the end of 1932.

The Second World War paralyzed the tourism in the world completely, and its effects continued until 1949.

Between 1950 and 1973, the touristic boom started to be a fact. The international tourism grows constantly as never have been before in the whole history. This development is consequence of the new international line, the social stability and culture development of the occidental world. Is this time when it first started to legislate the tourism sector.



**Figura 1.1 Tourism towards 2030 global overview.** Fuente: UNWTO.

There are also the years in which the big urban centers develop and the overcrowding is evident, the desire of escape the stress of the cities and clear the minds.

In these years the automobile production chains makes them affordable as well as the road construction and highways.

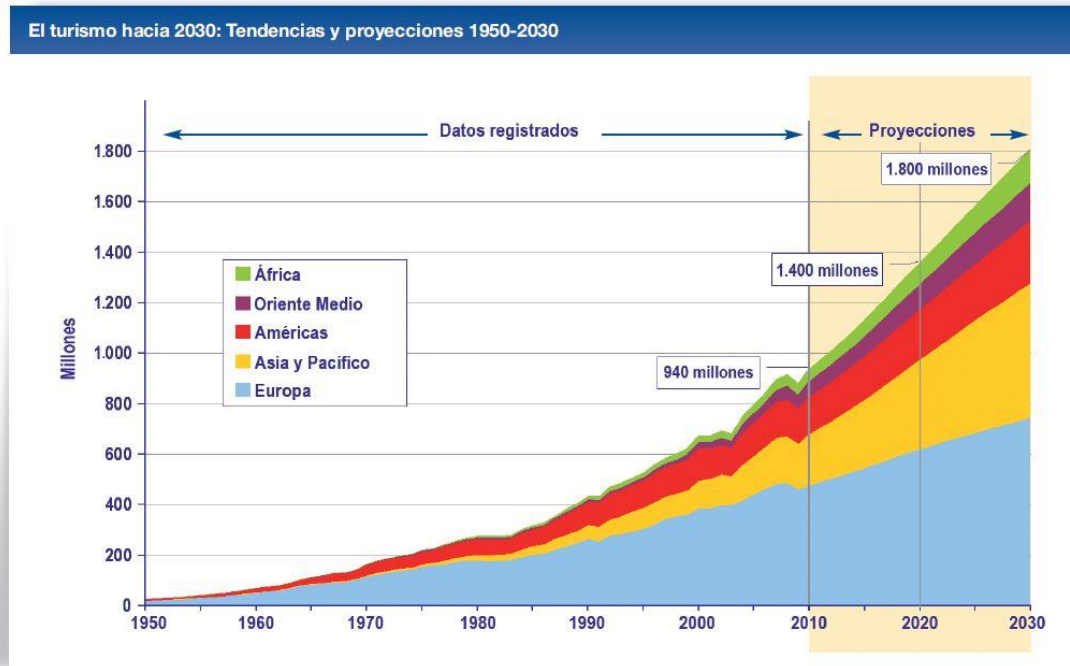
The propeller plane is replaced by the reaction one, what means a definitive blow to sailing companies that were forced to spend their boats to cruise or scrapped. (Rodríguez Pulgarín, 2011)

As seen on the graphic, from the 1970s everything that tourism has done is growing extraordinarily. In 2000, there were 940 million tourists all around the world, highlighting Europe as the main growing segment with more than 400 million tourists. Europe is followed by America and Asia and Pacific, and in a lesser proportion we found Africa, due to the poverty of its population in spite of been the richest continent in resources of the world.

In the next graphic we can see the expectations of the growing tourism until 2030. In 2010, the number of tourists kept rising until reaching 1,400 million tourists around the world, with the same segment structures as before and the new expectations shows that in 2030 the number of tourists will be 1,800 million. According to the UNWTO, the



number of tourists will be growing from 2020 to 2030 at a moderate pace than in the past decades, which means that in the next two decades, 5 million people will cross international borders for leisure, professional issues or other reasons such as visiting friends or family.



**Figura 1.2 Tourism towards 2030 global overview.** Fuente: UNWTO.

A recent study by Amadeus, a multinational provider for the global travel and tourism industry, identify a new customer who prefers the experience over other priorities. Luxury travels will increase 6,2% in the next 10 years, above the estimated average which was 4,8%, according to Amadeus study's conclusions and a cooperation with Tourism Economist, an integrated business in The Oxford Economics.

Europe and North America, which has the 64% of these type of luxury movements, will maintain their predominance, although Asia will register the highest rate of growing.

The report about the evolution of luxury trips until 2025, was presented yesterday in Dubai, while Amadeus Airline Leaders Forum was happening. It identify the revival of a new type of customer already explained before. Between 2011 and 2015, the luxury tourism registered 4,5% growing in the annual rate, while standard trips registered the 4,2%.

According to the study which define luxury travelers as those kind of people who has an incomes over 150,000 dollars, the expected increase for the next 10 years will be because of some factors, such as the rise of the middle class in the emerging markets, the revival of new products and luxury services or the resurgence of this new type of customer.

Concluding, Europe and North America, which consolidate a 64% of the luxury trips and represent just the 18% of the global population, will maintain the leadership in this sector. (Porrás, 2016)



## CAPÍTULO 3

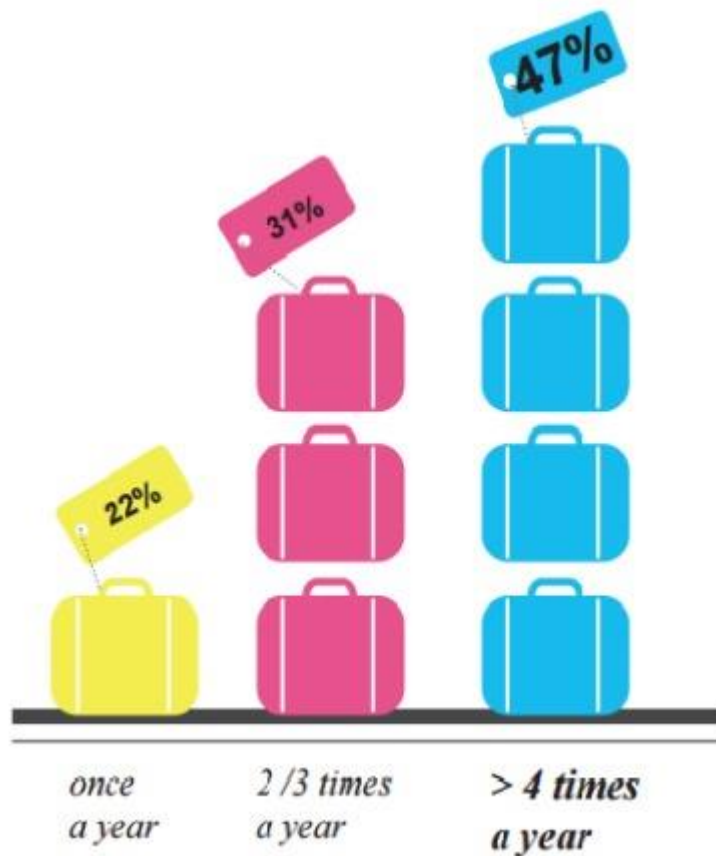
### TOURIST PROFILE

According to Luxury Travel Trends Report, luxury tourist profile continues being most popular between travelers aged 36 to 55 years (68% millennial generation) and 30% of travelers are over 55 years. These type of tourist, usually go on luxury trips with a partner (70%). Families come in second place with a 26%, and the third position corresponds to travelers traveling with friends.

Luxury's profile nowadays is very demanding about having new experiences, and also highly characteristic about one growing network, the social media. Luxury travelers trust blindly in social Medias, the excessive information given in these networks, recommendations, review and advice, make the luxury tourist more selective and stringent about how and where to go.

*How many?*

47% of travelers book more than four trips per year; 31% book two or three trips per year and just a 22% of the luxury travel agents sell one trip per client per year.



**Figura 3.1 Value of luxury travel.** Fuente: Luxury Travel Trends, Pangaeaneetwork.

They also prefer to book their trips one or two months prior to departure.

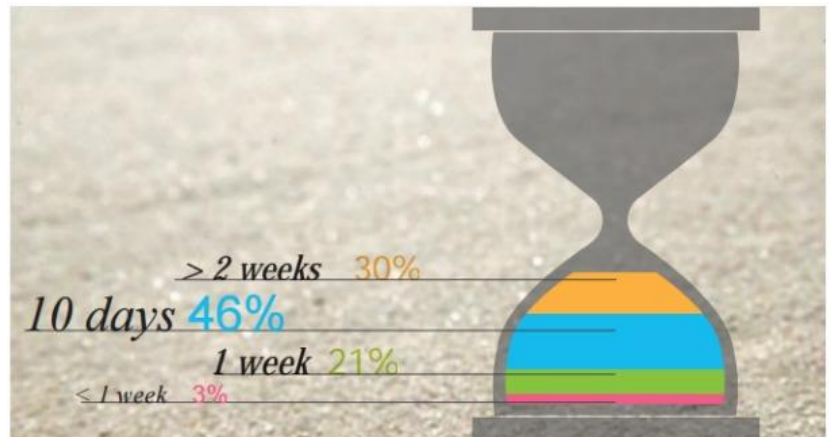
The market cross-section now shows that: 89% of German clients purchase more than 4 trips per year. They are followed by the Italians (49%) and the French (40%). The British (46%) and Spanish (41%) take 2 or 3 per year and finally the Netherlands has the highest percentage of people that only book 1 luxury trip per year (43%)



### When and how long?

As it seen on the graphic, luxury tourists tend to take the vacations on August and December, seasons where most people have vacations coinciding with summer and Christmas holidays. The lowest season for the tourist to travel is in November followed by March.

On average, travelers prefer to take a 10 day holiday (the 46%), shortening the length of the median period of the last few years (two weeks)



**Figuras 3.2 y 3.3 Time of year and duration.** Fuente:

Luxury Travel Trends, Pangaeaneetwork.

10 days is the most popular length of trip in Italy (59%), France (55%), Spain (48%) and the UK (43%). At the other end, 51% of the Dutch and 41% of German holidaymakers maintain the trends and go away for more than 2 weeks.

### How much budget?

A 54% of the survey respondent answered the average expenditure per trip is among 5.000 to 10.000 Euros; almost 2 of 10 international travelers have a budget over 10.000 Euros, and the third part of them spend less than 5.000 Euros.



**Figura 3.4 Expenditure.** Fuente: Luxury Travel Trends, Pangaeaneetwork.

### *Which services are purchased?*

According to 69% of respondent, luxury clients tend to book packages including hotels, transfers and excursions, and just the 1% of the ones polled answered the only book flights. This tendency is not very common because the luxury traveler want everything in a step; they are not as classic tourist that search in one hundred pages to find the best and cheaper prices, they select one travel advisor (because almost every luxury client book their vacations with travel agents) and plan the trip all included.



**Figura 3.5 Service purchased.** Fuente: Luxury Travel Trends, Pangaeaneetwork.

### *Where?*

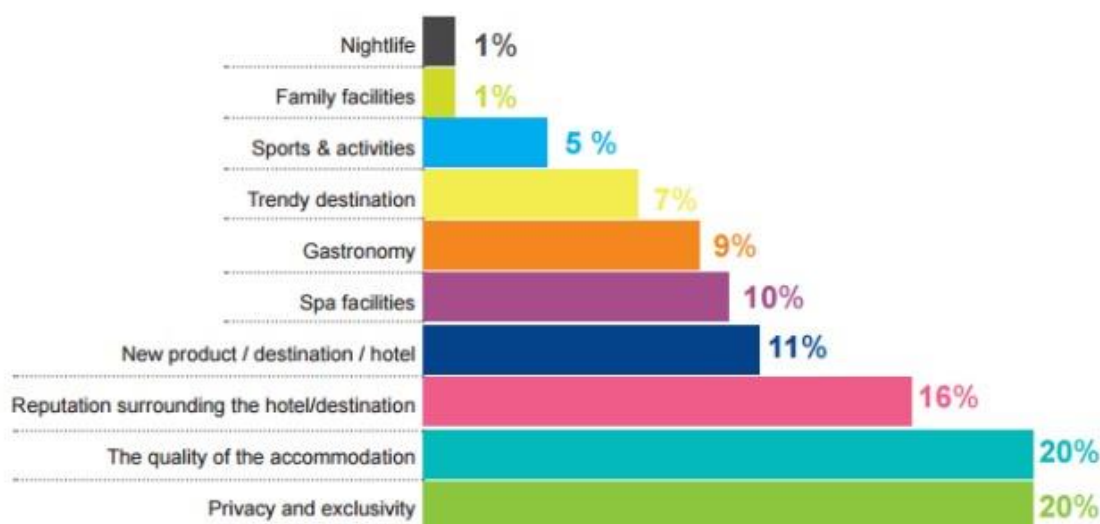
The main upcoming destinations selected to luxury trips are; United Arab Emirates, South Africa, Oman, Brazil, India, Japan, Vietnam, Myanmar, China, Indonesia, Thailand and Maldives.



**Figura 3.6 Main destinations.** Fuente: Luxury Travel Trends, Pangaeaneetwork.

### *What are they attracted by?*

Tourists still prefer privacy and exclusivity as first option at the time of choosing as much as the quality of the accommodation they will stay in. New products and new destinations are rising quickly as the new generation of luxury travelers wants something unique and new experiences besides the added values, letting the price range away from what they are really looking for, as the price for the luxury tourist is never an inconvenient.



**Figura 3.7 Attractions.** Fuente: Luxury Travel Trends, Pangaeanetwork.

General luxury demand can segment in three categories according to the purchasing capacity.

Accesible Luxury	Aspiring Luxury	Absolute Luxury
-People who luxury means something essential in their lives, even if it would be a sacrifice to get it.	-Business owners and comfortable professionals.	-People with a high patrimony, economic fluctuations don't affect them.
-Have net incomes of \$100,000.	-Have at least \$1 million financial asset.	-Have at least \$30 million dollars in financial asset.
These types of clients are gradually more interested in luxury and selective tourism than mass destinations.	At least 8 to 10 million people all around the world.	It's estimated that there are just 80,000-95,000 individuals worldwide.

**Tabla 3.1 Luxury categories attending to purchasing capacity.** Fuente: Elaboración propia.



## CAPÍTULO 4

### MAIN LUXURY DESTINATIONS AND ITS RESOURCES

Regardless of which are the main luxury destinations nowadays, there is also a study rank about the world's most popular luxury hotel brands in 2015 (Luxury Branding rank)

The Ritz-Carlton, property of the Marriott International, takes top one in the rank, followed by Oberoi Hotels & Resorts and Raffles Hotels & Resorts. This scale is based on independent analysis of 2,25 million travelers' reviews on TripAdvisor.

Social media and internet outlets continue to revolutionize the role of consumers in shaping brand perceptions, even at the higher end of the luxury spectrum. Piers Schmidt, Luxury Branding's founder, said: The luxury hotel sector, which traditionally has been ranked by industry organizations, travel operators and specialty publications, is becoming democratized by the advent of TripAdvisor and similar portals that allow consumers to act as vocal, real-time critics, champions and commentators."

POS	LUXURY HOTEL BRAND	UNITS	BEST	WORST	RANGE	RATING
1	The Ritz-Carlton	90	0.05	54.81	54.77	12.05
2	Oberoi Hotels & Resorts	19	1.71	58.82	57.11	20.96
3	Raffles Hotels & Resorts	12	3.64	93.75	90.11	21.68
4	Langham Hotels and Resorts	17	0.75	219.51	218.76	33.28
5	Rocco Forte Hotels	11	3.73	90.91	87.18	37.17
6	Dorchester Collection	10	5.90	71.43	65.53	41.30
7	Capella Hotels and Resorts	5	8.23	95.24	87.01	47.37
8	Park Hyatt	36	3.10	302.33	299.23	50.27
9	Shangri-La Hotels and Resorts	90	0.97	461.54	460.57	50.84
10	Armani Hotels & Resorts	2	30.09	74.22	44.13	52.16
11	Mandarin Oriental Hotel Group	28	0.25	359.45	359.20	56.49
12	Firmdale Hotels	9	4.75	177.59	172.84	59.71
13	Four Seasons Hotels and Resorts	93	0.51	357.14	356.64	59.97
14	Doyle Collection	8	11.63	147.06	135.43	61.30
15	GHM	5	17.09	164.38	147.29	64.23
16	EDITION Hotels	4	51.33	77.87	26.54	64.29
17	COMO Hotels and Resorts	12	1.50	266.67	265.17	65.14
18	Thompson Hotels	9	14.29	215.83	201.54	65.46
19	LUX* Resorts & Hotels	6	2.93	187.50	184.57	67.45
20	The Peninsula Hotels	10	1.25	178.01	176.76	69.22

**Figura 4.1 World's best hotel brands in 2015.** Fuente: Luxury Society

The main destinations I picked of each continent was based in most luxury hotel's excellent reviews, standards of quality, high end resources, politic and environmental atmosphere and how the destination is perceived by the customers. There are several countries which have the most number of 5 stars hotels starting with China, Turkey and

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Mexico, but by coincidence, these top three 5 stars hotel destinations are noticed as not as safe as other ones.

#### **4.1. ASIA**

Asian travelers are much active in social networks than any other region, they use social networks to search information and share their travel experiences continually. In fact, they are responsible of the 53% of all the luxury hotel reviews published of customers between 2012 and 2015.

Mainland China luxury travelers prefer amiability and efficiency of the service, while all Asians travelers excluding China, give more importance to breakfast and tranquility.

##### **4.1.1 Thailand**

After the tsunami of December 2004 hit Thailand's resorts, beaches and resources hard, leaving an enormous human toll along the coast of Phuket and the nearby mainland areas of Phangnga and Krabi, the tourist industry has been fighting back to recover what it was before; a luxury touristic destination. In just one year, the south coast of Thailand was totally normalized.

Nowadays, tourism in Thailand is an important part of the Thai economy, providing a total contribution of 19,3% of the GDP (Gross Domestic Product), twelve years later, the coast of Thailand is everyday crowded with lots of tourist from all around the world.

Now talking about the luxury resources Thailand is known for, we found on TripAdvisor the Top best 25 Luxury Hotels in Thailand. The Dhara Dhevi Chiang Mai tops number 1, with almost 96% of 1,095 excellent reviews and its appearance as a magic white castle at the outside, influenced by the Lanna Kingdom, an Indianized state centered in Northern Thailand from the 13<sup>th</sup> to 18<sup>th</sup> centuries. Lanna style is, characteristic for being constructed entirely from teak wood, elevated structure and V shaped extensions to the gable ends that point skyward by about a meter and are intricately carved. (Muang, n.d.)



**Figura 4.2 The Dhara Dhevi Chiang Mai.** Fuente: Google images.

Prices of this luxury Thai hotel comes between 520 Euros for Colonial Suites not including breakfast to almost 1.100 Euros for Villas with pool, breakfast included per night.

Followed by the top 2, Layana Resort and Spa, counts with almost the 93% of 1,164 excellent reviews. Both of the hotels are part of the Virtuoso group, the luxury network travel agencies which comprise the best hotels and trip plans of the world. This one



even though is in the second position has way more prizes than the first one, highlighting Asia's Leading Spa Resorts 2015, Thailand's Leading Spa Resorts 2015, World Luxury Spa Awards 2015 and Seven Stars Awards 2015 in between.



**Figura 4.3 Layana Resort and Spa.** Fuente: Google images.

Similarly prices of this resorts comes along 260 Euros to 1187 Euros per night, first not including breakfast and second one including it.

#### **4.1.2. Maldives**

A paradise country made of 1200 island, which only 203 are habitable, but just 185 of these islands are home to its 300,000 habitants. The other islands are used thoroughly for economic purposes, of which tourism and agriculture are the most dominant.

After its independence from the United Kingdom at the end of the 70s and the international tourist expansion, Maldives started to embrace new tourists. Italian were first ones who picked this destinations as vacation, in fact, they still take the first position as visitors. Also, thanks to its chromatic water wealth and the abundance of sub aquatic marine life, Maldives is the top choice of divers all around the world.

The Four Seasons Hotels and Resorts located in Maldives, offers wholly customizable luxury private charters on the country's fastest and most luxurious live aboard: the Four Seasons Explorer. Four Seasons Explorer, a 128ft, three-deck catamaran. The vessel navigates through some of the most sought-after dive and snorkeling locations in the Indian Ocean that teem with neon-colored fish and is naturally an excellent choice for marine adventurers.



**Figura 4.4 Four seasons explorer catamaran.** Fuente: Google images.

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Regarding to one of the best hotels in Maldives and one of the winners of the travelers choice 2016 on TripAdvisor, we find Cocoa Island By COMO an intimate private Maldives island resort with 33 overwater suites, encircled with powder white sand, the carefree, understated luxury experience includes holistic wellness treatments at COMO Shambhala Retreat, South Indian-influenced cuisine and world-class diving. The highlight price of this resort is higher than the average and it comes from the cheaper one, 890 Euros to the most expensive 1.500 Euro.



**Figura 4.5 Cocoa Island By COMO.** Fuente: Google images.

The resort also has a coral propagation project, where guests and non-hotel guests can participate on the regeneration of the reef. After planting the frame in situ, guests can view its progress online while return guests can check up on the coral growth on their next visit to The Maldives to see the improvements for themselves. The price of this new resource goes from 150 dollars to the most expensive, 500 dollars.

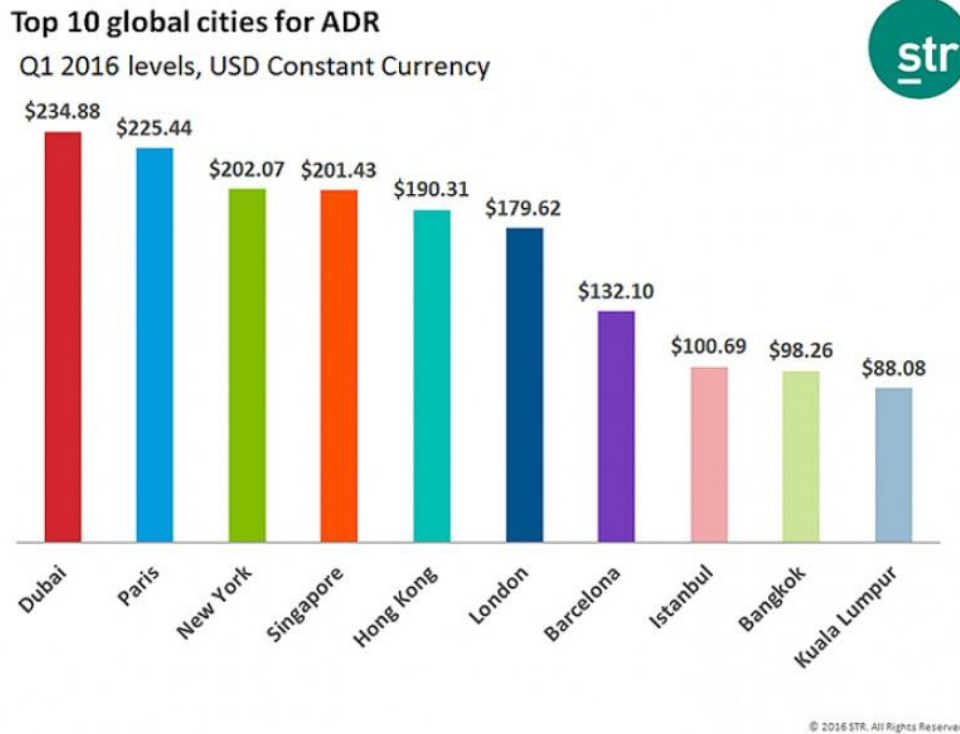


**Figura 4.6 Coral propagation project.** Fuente: Google images.

#### 4.1.3. Dubai

Known as one of the most luxury travel destinations on the United Arab Emirates, Dubai's major turning point of its economy was in the 1960s when its own oil was discovered, attracting traders to settle in Dubai which in turn enhanced economic growth. Dubai quickly became a business and tourism hub for a region that stretches from Egypt to the Indian sub-continent and from South Africa.

Currently, Dubai seems to be the most pricy destinations in the world, with an average daily rate of 235 dollars (STR Global, Hotel market data & Benchmarking)



**Figura 4.7 Top 10 global cities for ADR (Average diary rates).** Fuente: Google images.

Thanks to international and big events such as golf tournament Omega Dubai Desert Classic or Dubai Duty Free Tennis Championship, Dubai World Cup (Horse races), Dubai International Boat Show or Arab Health Exhibition & Congress celebrated during the first quarter of 2016, the city reaches lots of tourists who pick this destination despite of the season as Dubai has warm temperatures all along the year. Also, it is emphasized as it has had leadership of the five main markets since 2002, being the first destination picked in the Middle East and one of the first at the hotels global scale.

Dubai is also known for its extravagant buildings and structures, such as the most recognizable like The World, The Palm, Palm Jumeirah, Dubai Marina or The Burj Al Arab, the first and unique hotel of 7 stars of the world, 321 meters high, being the fourth higher hotel of the world. The luxury building has 202 luxury suites, the smaller room counts with 169 m2 and prices which fluctuates from 1.500 dollars to 30.000 dollars per night.

The hotel is managed by the Jumeirah Group, a Dubai-based international luxury hotel chain and part of Dubai Holding, a global investment holding company that develops and manages an extensive portfolio of companies focused on investments, financial services, real estate, specialized business parks, telecommunications and hospitality. (Wikipedia)



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Despite its size, Burj Al Arab holds only 28 double-story floors which accommodate 202 bedroom suites. The smallest suite occupies an area of 169 m<sup>2</sup>, the largest covers 780 m<sup>2</sup>.

The Burj Al Arab is very popular with the Chinese market, which made up 25 percent of all bookings at the hotel in 2011 and 2012



**Figuras 4.8 y 4.9 The Burj Al Arab and The Palm and The World.** Fuente: Google images.

## **4.2. PACIFIC**

The biggest ocean in the Earth, the Pacific has more than 25.000 islands, more than any other oceans together in the world. The Pacific Islands Forum is a political group of 16 independent and self-governing states.

Members include Australia, Cook Islands, Federated States of Micronesia, Fiji, Kiribati, Nauru, New Zealand, Niue, Palau, Papua New Guinea, Republic of Marshall Islands, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu. New Caledonia and French Polynesia, previously Forum Observers, were granted Associate Membership in 2006. (Unattributed, n.d.)

The mission of the Pacific Islands Forum is “to work in support of Forum member governments, to enhance the economic and social well-being of the people of the South Pacific by fostering cooperation between governments and between international agencies, and by representing the interests of Forum members in ways agreed by the Forum”. (“Pacific Islands Forum Secretariat,” n.d.)

### **4.2.1. Polynesia**

When we talk about Polynesia, all that goes in mind is luxury. A sub region of Oceania made up of over 1.000 islands scattered over the central and southern Pacific Ocean. Polynesia is not a region you can visit to know the culture and history through the time, is a region where you go to spend money (because of its resources), see the landscapes, sea, beaches, luxury hotel buildings, cruises through transparent water and expensive typical restaurants.

The most visited islands in Polynesia are Tahiti, Moorea, Bora Bora and Huahine, but independently of where is the destination, to arrive to the island you have to stop first at Tahiti, since there are no direct flights. Once there, you can take both flight and cruises to the other islands.

When you first search best hotels in Polynesia, the top web page TripAdvisor recommends with over 1.586 excellent reviews the Four Season Resort Bora Bora.



**Figura 4.10 Four seasons resort Bora Bora.** Fuente: Google images.

Characteristic for having overwater bungalows suites above the turquoise lagoon or even beachfront villas along a semi-private beach, this resort night price comes from 3.251 euros per night for a overwater bungalow to almost 6.285 euros per night for a beachfront villa.

The second best hotel we find in TripAdvisor , with over 1.877 reviews, 576 of them excellent, Intercontinental Moorea Resort and Spa follows the top one. For 232 euros, you can have a standard room in this luxury paradise, such a great different of price between the first one.



**Figura 4.11 Moorea Resort and Spa.** Fuente: Google images.



#### 4.2.2. Caribbean

The Caribbean is a region that consists of the Caribbean Sea, its islands (some surrounded by the Caribbean Sea and some bordering both the Caribbean Sea and the North Atlantic Ocean), and the surrounding coasts. The region is southeast of the Gulf of Mexico and the North American mainland, east of Central America, and north of South America.

There are thousands of islands that are part of the island countries of the broadly defined Caribbean region, but just some of them are the main ones which have the best luxury resources and are preferred by the tourists.



**Figura 4.12 Caribbean Islands.** Fuente: Google images.

If we search in the Internet about the best luxury resources, hotels and tourism of the Caribbean, there are plenty different opinions about it because how it is said at the beginning of the report; luxury means very different things from one person to another. In the Caribbean, almost every island lives from luxury tourism.

If we attend to TripAdvisor and its Traveller's choice quality tag, chosen by million travelers, the first luxury hotel we find is The Trident Hotel in Jamaica. One night at this heavenly place can reach 566 Euros per night.



**Figura 4.13 The Trident Hotel, Jaimaica.** Fuente: Google images.

This hotel is characteristic for being one of the top choices to celebrate weddings. You can ask for a service of wedding planner and the hotel does its best to prepare the whole wedding. They also provide services of marriage officer, marriage certificates and fees, wedding coordinator, wedding ceremony, photography, video services and a ton more of different choices.

According to Actualidad Viajes web page, the top one hotel is Nisbet Plantation Beach Club in Newcastle Beach, Nevis.



**Figura 4.14 Nisbet Plantation Beach Club, Nevis.** Fuente: Google images.

Described as private, romantic and personal, this hotel is the first only historic plantation inn on the beach. A lush green lawn framed by their signature palm trees majestically leads right to the private golden beach. In keeping with the Plantation heritage, there are no stone walkways.

The beach club is known for their sustainability efforts and environmental preservations, such as recycling, use of LED lights and candles, water and energy conservation efforts, electric scooters and prevention of beach erosion and creation of sea life habitat with artificial reef among others, the hotel has been benchmarked and certified against the Green Globe 21 criteria by Green Globe International.

### **4.3. AFRICA**

The quality of Africa's resource endowment for tourism is exceptional, but most countries have only barely developed their tourism potential. The continent receives about 4% of all international travelers and tourism receipts, but tourism is "significant" in about half of Sub-Saharan Africa countries. "While poor countries only command a minority share of the international tourism market, tourism can make a significant contribution to their economies. 80% of the world's poor (below US \$1 a day) live in 12 countries. In 11 of these, tourism is significant and/or growing. Of the 100 or so poorest countries, tourism is significant in almost half the low income countries and virtually all the lower-middle income countries" (Christie & Crompton, 2001)

Of the Sub-Saharan countries, only South Africa is listed in the top forty tourism destinations worldwide.

The tourism product Africa gives is based in four assets;



- 
5. Sun, sea and sand for resort tourism and reefs for snorkeling and diving
  6. Wildlife for safari tourism
  7. Mountains, lakes, rivers, forests and valleys for nature, scenic and adventure tourism;
  8. Cultural assets in the form of the built environment (monuments, old cities), a living heritage expressed in distinctive local customs and song, dance, art and handicrafts, etc., and museums that reflect the local cultural heritage or a wider global heritage. (Christie & Crompton, 2001)

#### **4.3.1. Mauritius**

Mauritius was a lacking resources country based in agriculture until its independence in 1968. From that moment, Mauritius, with a density of population of 530 per square kilometer, became a emergent country where the main resource is the tourism industry which fuels its economy, growing every day.

An old Portuguese, Dutch, French and British colony, Mauritius is nowadays a multicultural destination with a thick history, a excellent leisure supply and a rich and varied gastronomy.

Hotels in Mauritius have faced difficult times during the 1990s because of changing customer demands and increasing competition from other tourist destinations like the Seychelles, the Pacific and Caribbean islands. The country's hospitality and tourism sectors are trying to augment and offer more than the traditional "sea, sun and sand" concept which, until recently, has formed the core of the tourism product. (Juwaheer & Ross, 2013)

Attending to TripAdvisor, first hotel we find with over 2,887 reviews, half of them with excellent punctuation, the Heritage Awali Golf & Spa Resort, with an average price of 327 Euros per night. (islasmauricio.com)



**Figura 4.15 The Heritage Awali Golf and Spa Resort.** Fuente: Google images.

The hotel offers a wide range of services such as windsurf, kayak, snorkeling, kitesurf, dolphin watching or even fishing, in a Resort comprised by 45 Villas, a championship golf course, a nature reserve, 12 restaurants, 1km white sand beach and two spas.



At almost the same rating and level of luxury, we found Constance Le Prince Maurice, situated between 60 hectares of virgin land; the hotel is surrounded of the prominent winds and offers a maximum protection for the guests. Its tropical gardens are made of an exuberant and unique vegetation and the calmed and turquoise lagoon are in harmony combined with its beautiful landscape and the white sand beaches.

The resort consists of 89 spacious, modern and luxurious suites and villas set throughout the resort. Junior Suites are either in the tropical gardens, by the beach or on stilts over the edge of the lagoon, which is also a natural fish reserve. The Villas on Stilts overlook the lagoon and offer even more space including a living/dining room, while the Villas Beachfront feature a plunge pool on the terrace (kuoni.co.uk) 7 restaurants, helicopter or limousine transfers, spas, catamaran cruises, golf lessons among others services.



**Figura 4.16 Constance Le Prince Maurice.** Fuente: Google images.

#### 4.3.2. Seychelles

A widespread and isolated group of small islands, 113 in total in the Indian Ocean, the Seychelles gained independence in June 1976, almost 206 years to a day after the first group of inhabitants settled there. Since then, the population has increased to over 85,000. Eighty per cent of the population lives in Mahé, the principal island where the density is 380 inhabitants per square kilometer. The country depends on imports for its basic foodstuffs and a major characteristic of the Seychelles economy is its reliance upon tourism. It is the major source of the country's foreign exchange earnings.

The development of tourism into a major industry for the Seychelles resulted from a conscious decision taken in the light of the need to diversify the economy from its near complete dependence on agriculture and fisheries. That decision taken in 1964, involved the construction of an international airport at Anse Dejeuner, Mahé, which opened for its first scheduled service by jet aircraft on 4th July 1971. (Gabbay & Ghosh, n.d.)

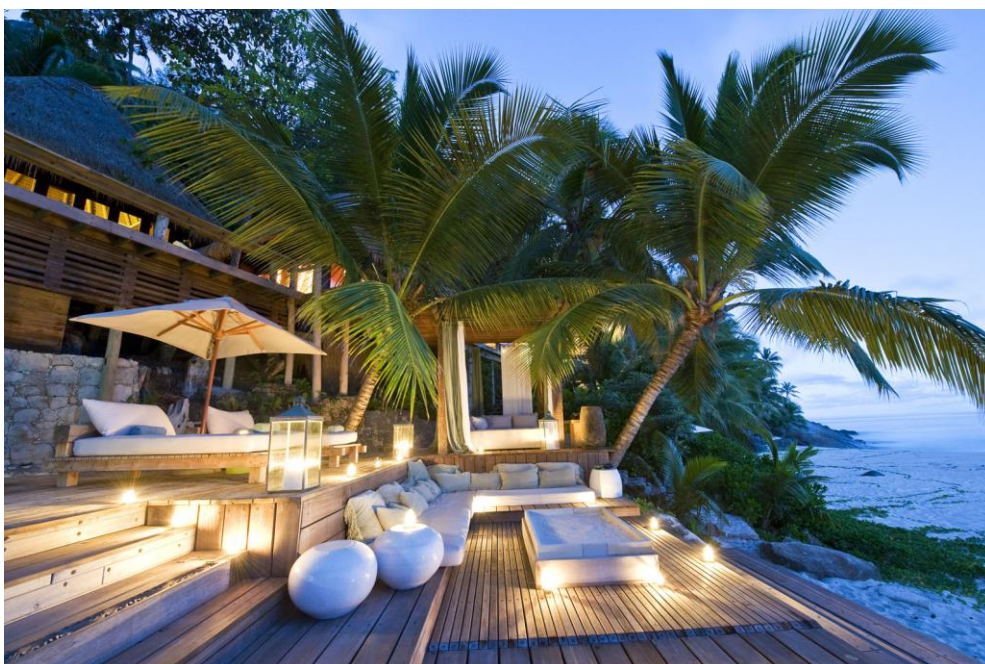
According to TripAdvisor, first hotel we find in top one is the Four Season Resort Seychelles, with a certificate of excellent by TripAdvisor and also the Traveller's choice tag. Counting with 815 reviews, most of them excellent, an exclusive tree-house villas each with plunge pool, perched on a jungled hillside, starting for the price of 980 Euros per night, As well as indulging in water sports, spa located at the top of the hill, and two restaurants to enjoy.



**Figura 4.17 Four Seasons Resort Seychelles.** Fuente: Google images.

Raised off the ground to catch the cooling Indian Ocean breezes, all villas open up onto the private garden and the beach, North Island Seychelles, a luxury private island resort, including plunge pools and outdoor showers, lounge and dining areas, scenically located health spa and gym, library and dive centre, and a rim-flow swimming pool are all built into a granitic outcrop. North Island features just eleven private guest villas, all been created from local materials harvested during the island rehabilitation process, balancing luxury and simplicity to form a signature architectural style we call “barefoot luxury”. (“North Island Seychelles,” n.d.)

This hotel resort, comes up from 3050 Euros per night and person, being the second most expensive hotel I have presented in this project (Burj Al Arab tops first place), and that is because the North Island is located in a private island, where you are almost the owner of the beach and landscape.



**Figura 4.18 North Island Seychelles.** Fuente: Google images.



#### 4.3.3. Zanzibar

Zanzibar is an archipelago made up of Zanzibar and Pemba Islands, and several islets. It is located in the Indian Ocean, about 25 miles from the Tanzanian coast. There are no large wild animals in Zanzibar, and forest areas such as Jozani are inhabited by monkeys, bush-pigs and small antelopes. Zanzibar's local people are an incredible mixture of ethnic backgrounds, indicative of her colourful history. Islam is the dominant religion, and practiced by most Zanzibaris, although there are also followers of Christianity and Hinduism. Population is estimated at 800,000, with the largest concentration being Zanzibar City which has approximately 100,000 inhabitants.

Fishing and agriculture are the main economic activities of the local people. Zanzibar was once the world's largest producer of cloves, and her economy was based on large incomes thus derived. Although cloves are still a major export along with coconut products and spices, tourism has been ear-marked as the primary foreign exchange earner, with more visitors coming to Zanzibar each year. The government body responsible for tourism promotion is the Zanzibar Commission for Tourism.

The Zanzibar Association of Tourism Investors (ZATI) is already involved in several projects, some with the assistance of the European Union, all with the goal of improving the local economy, particularly the tourism sector. ZATI's aim is to achieve excellence in hospitality, leadership in marketing, and sustainable growth in tourism, for the benefit of its members, and the wider community. ZATI is grateful to have the full support and cooperation of the Zanzibar government.

The winner of the Traveller's choice prize 2016 is for Zanzi Resort, tops one position of 165 hotels in Zanzibar. This Resort possesses only seven luxurious ocean-view villas and six African Eco garden-view bungalows, all of them lavishly equipped, and located on a 6 hectares area. The Villas have been designed with privacy in mind offering panoramic sea views from both the living area and the bedroom. Each villa is attended by a private concierge to guarantee a discreet and personal service and each bungalow has direct access to the secluded beach. ("Pure Zanzibar," n.d.)



**Figura 4.19 Zanzi Resort.** Fuente: Google images.

As a fact, Zanzi resorts are truly eco friendly with the environment;

1. Is the only hotel on the island that has Styrofoam isolation installed on the roof
2. Waste water is filtered in their own biological treatment plant
3. They have sensor movement switches installed to ensure the economical use of electricity among others.

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The second best hotel in Zanzibar is twice chosen for two different web sites as the best second one; The Baraza Resort and Spa, recommended by TripAdvisor and The Zanzibar Collection.



**Figura 4.20 Baraza Resort and Spa.** Fuente: Google images.

Baraza Resort & Spa is located along the beach that was named as one of the top 30 island beaches in the world by Conde Nast Traveler magazine; Baraza is Zanzibar's most exclusive boutique resort. With 30 villas and a fusion of Arabic, Swahili and Indian design, with Swahili arches, intricate hand carved décor, beautiful antiques, handmade furniture and intricate brass lanterns. ("Baraza Resort & Spa," n.d.)

The resort has over 563 opinions, almost them excellents. The price range starts from 1074 Euros per night even not including breakfast. Baraza Resort offers some supply services such as tennis court, kids club, water club and a dive center.

In this Resort is also typical of celebrating marriages. Baraza Resort & Spa can arrange the private "Island ceremony" and assist you in planning the special occasion.

#### **4.4. EUROPE**

The fascination of Europe never ends. Europe has thousand destinations which most of them have a luxury essence, not as the other stops before mentioned as Africa, where tourism is focused in some countries where luxury is predominant, as there are not middle class hotels. Also, the tourism in Europe is such a business, as it is a continent which has lots of developed countries and curious travelers plus an excellent transport system which gives you the opportunity to travel from one country to another for a really cheap price, due to the international relations and the proximity of these countries.

The currency fluctuations, Europe weakness economy and international crisis, are some facts which have affected the luxury business in 2014 and 2015, but Chinese consumers demand and the Europe mature markets such as Americans and Japanese, are already getting back to luxury travels again, something that obtained to resist this luxury commerce.

		Nights in country	Share (%)
EU-28 (*)		1 207.3	100.0
Top 10		1 041.6	86.3
1	Spain	259.6	21.5
2	Italy	186.9	15.5
3	France	130.9	10.8
4	United Kingdom (*)	105.5	8.7
5	Austria	78.1	6.5
6	Germany	74.8	6.2
7	Greece	74.7	6.2
8	Croatia	61.1	5.1
9	Portugal	35.6	3.0
10	Netherlands	34.4	2.9

(\*) Estimate made for the purpose of this publication, based on available data.

(\*) 2013.

Source: Eurostat (online data code: tour\_occ\_ninat)

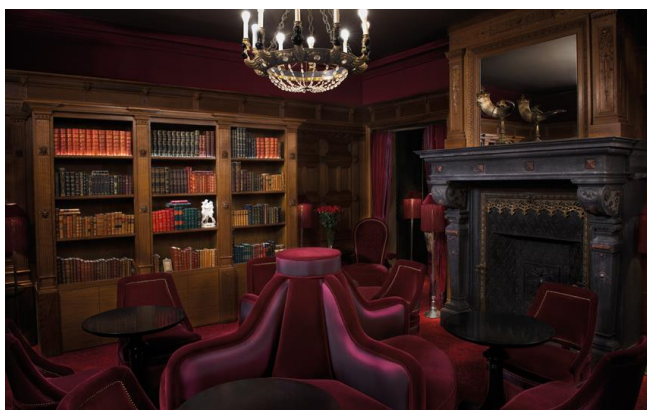
**Figura 4.21 Top 10 tourism destinations in Europe.** Fuente: Eurostat Statistics Explained, November, 2015.

As we can see in this graph, the top one destination in Europe is Spain, followed by Italy, France, United Kingdom, Austria and Germany among others, but Spain, despite of being the number one election, does not have as many luxury destination points as Italy and France have, and also is less perceived as a luxury country comparing to the two destinations before said.

#### 4.4.1. France

France is a big country which have several great destinations that could be considered as luxury ones, but in the bigger picture, the first city which is clearly a top and luxury one is Paris. Its centre is small and ideal for visiting on foot, with every turn revealing a famous landmark, a cozy café, a smart boutique or a busy boulevard. There are hotels to suit every visitor, from the palatial to the contemporary, the trendsetting to the classical. Paris is also the home of great food and boasts a plethora of restaurants from traditional bistros to smart, trendy restaurants and Michelin-starred establishments. ("Guide to Paris," n.d.) Paris also has a great offer of Cultural luxury private tours, such as Art luxury tours, French cuisine luxury tours or luxury tours to discover Paris' history.

Regarding to accommodation in Paris, there are many hotels with almost the same punctuation between them; Starting with the top one we find Maison Souquet, hidden behind an understated façade signaled by two red lanterns, carried away from the city on the whimsy of the decor, the mind is free to pursue pleasure amid a fantasy setting conjured through artwork, sofas, causeuses, and divans. A temple to hedonism, the Maison Souquet is home to 20 rooms, including six suites with unique interiors. ("Maison Souquet," n.d.)



**Figura 4.22 Maison Souquet.** Fuente: Google images.



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The price for this room can vary starting from 307 Euros per night. The Maison won the Traveller's choice award on TripAdvisor in 2016.

On TripAdvisor, we found the Four Seasons Hotel George V Paris in the 11<sup>th</sup> position, but having consulted many other pages such as Luxury Hotel Guides, Five Star Alliance or Grand Luxury Hotels web sites, this hotel is the best one chosen by people on this pages.



**Figura 4.23 Four Season Hotel George V Paris.** Fuente: Google images

Located just steps from the Champs-Élysées, with private terraces that command all of Paris, restored 18<sup>th</sup> century tapestries, and a defining spirit of elegant and charm. Built in 1928, the hotel offers 244 luxury hotel guest rooms, an exquisite art collection and decadent fine dining. This Hotel is also winner of the Traveller's choice awards by TripAdvisor 2016. ("Four Seasons Hotel George V Paris," n.d.)

The price of this luxury Hotel starts from 1,099 Euros per night, and has over 1,976 reviews on TripAdvisor.

#### **4.4.2. Italy**

With 48.6 million tourists a year, Italy is the fifth most visited country in international tourism arrivals, behind France, the United States, Spain, and China. People mainly visit Italy for its rich art, cuisine, history, fashion and culture, its beautiful coastline and beaches, its mountains, and priceless ancient monuments. Italy also contains more World Heritage Sites than any other country in the world. ("Italy," n.d.)

Tourism is one of Italy's fastest growing and most profitable industrial sectors, with estimated revenue of €189.1 billion.

As always, starting from top rated number one, The Gritti Palace in Venice. The price range of this hotel starts in 990 Euros per night. The Gritti is known for impassioned service, a delectable culinary experience and an intimate wellness haven. The reference point for the world's elite at international city events such as the Biennale, Carnival and the Venice Film Festival. ("The Gritti Palace," n.d.)

In The Gritti Palace is also a typical habit of celebrate the marriages. The hotel offers a wide offer of services to help the bridegroom to organize their day.



**Figura 4.24 The Gritti Palace.** Fuente: Google images

Changing the segment of accommodation, we find Italy Luxury Travel, an Italian destination management company (DMC) and tour operator specialized in Luxury Travels options. With more than 10 years of experience, an inimitable network of partners and strong knowledge of the industry they offer you a complete and tailor made experience in Italy. As the starting point, they identify your needs and wishes, then swiftly propose the best solutions to meet those requirements.

Seamless service, safety and security are the cornerstones of the operations, and exclusivity is given by the most thorough planning. The pleasure of your journey is our goal, whilst providing a perfect, bespoke service is our job. ("Italy Luxury Travel," n.d.)

They offer several services such as shopping, sports, transport, wellness, accommodation, art, assistance, culture and honeymoons. In their web page, you can select the sector you want to pick and they offer you many other options related with what you want. If we pick shopping, the options they give you are Italian fashion & shopping tour, super cars shopping, Milan Fashion week or Christmas shopping among others.



**Figura 4.25 Italy Luxury Travel.** Fuente: Google images





## **CAPÍTULO 5**

### **TRAVEL AGENCIES AND TOUR OPERATORS**

While conventional and low cost travel agencies are continually decreasing due to the fact of the do it yourself online travel itineraries, luxury travel agencies are totally the opposite. These agencies consist of both travel partners and travel advisors, who are specialized in creating travel routes you can't find online or plan yourself plus word-class customer service and experience, but how do advisors, partners and suppliers benefit you as a traveler?

On Virtuoso webpage, the most important global luxury travel network, it answers this question as "The Internet did make it easier to book your own travel, but it also created a ton of information overload. Travel advisors shifted from more transactional (booking tickets and rooms for you) to transformative (working with you to plan the best experience possible for you and your family). They help you cut through the clutter".

In Spain, more than 1,600 travel agencies have closed down in the past four years and its increasing numbers as holidaymakers turn to the internet to make travel plans. The number of travel companies and tour operators that have closed down has risen by 45 per cent over the last year, on the other hand luxury travel is on the rise, and travel agents are seeing a growing share of the luxury travel agency business. Today's luxury clients "are looking for more unique experiences and exclusive access" and "want to learn the local secrets of the destinations they explore," Zicasso (free travel service that connects travel specialist who design the vacation itinerary) reported. For those reasons, luxury travelers are increasingly turning to travel agents who specialize.

#### **5.1. TRAVEL AGENCIES**

##### **5.1.1. Virtuoso**

First we should know about luxury travel agencies is the famous and known Virtuoso. This is a luxury travel network, where all luxury travel agencies and travel advisors all around the world are connected.

When you become a part of Virtuoso, you join more than 9.000 leading luxury advisors in 26 countries who collectively sell \$12.5 billion annually, making the group the most powerful in the luxury travel segment. (Virtuoso, n.d.-a) But, how does it work and why use a travel advisor? Virtuoso is leading in specialized travel because of their wide range of travel advisors in the company. Each one of them is focused in several (but not many) destinations, so depending on where you want to go and where you are living now you can choose one travel consultant or another. Virtuoso travel consultants have a profile in Virtuoso network, showing their resume and places they have traveled to make it easier for you to pick one to help you finding your perfect plan trip. And why use a travel advisor when you can do it yourself? This question is one of the most asked ones for the Virtuoso group, so for the past three years, Virtuoso have been leveraging consumers answers to the question "why not to use a travel advisor" to create core business strategies and launch initiatives that underscore the value of using a Virtuoso travel advisor. In Virtuoso webpage, this question is answered in five affirmations;

*-Takes it from ordinary to extraordinary. A virtuoso travel agent can guarantee special benefits that a client can't get on their own, just because in traditional and typical web pages aren't offered and also because they don't have internal and special connections that virtuoso travel agents have, such as*

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complimentary breakfast, spa credits and upgrades in hotels. Additionally, they refine every tip from the big picture (where to go and when) to small details that makes the difference (hotel rooms with special views, welcome hotel courtesy...)

*-Knows the world.* As mention before, travel agents from Virtuoso have a profile in the webpage where they show where they have travel and destinations they are specialized and experienced. The best advisors spend a lot of time on the road themselves – scouting out hotels, deepening relationships with tour guides, and finding the best restaurants and things to do.

*-Knows your travel style.* A Virtuoso travel advisor understands what's most important to you and your traveling companions, because you would have had a deep conversation with him, remarking your preferences, desires, options and last choices.

*-Expand your horizons.* A great travel advisor will help you think creatively about where to go and what to do. Italy, France, and Hawaii will always be popular. But your advisor also knows the best ways, say, to see Chile, Portugal, New Zealand, and many other hot destinations – plus new ways to experience the places you've already visited. Together, you can plan your next dream trip. (Virtuoso, n.d.-b)

*-Can handle anything.* Trips hardly ever go exactly as planned. Issues are bound to pop up and Virtuoso travel agents are your personal help line and fixer.

Virtuoso has appeared in several Journals and Magazines such as Forbes, The New York Times

### 5.1.2. Zicasso

The other top 2 luxury travel agency is Zicasso, very similar to the network Virtuoso but a bit peculiarly; it is also a network where travel agents are signed in, every single one of them have been personally interviewed, inspected how much they know about the destinations they sell, how many time they have been there and how much time they have spend examining the place, they review in depth examples of their customized travel itineraries and continuously monitor their industry references, professional reputations, client testimonials, among others by the founders of Zicasso.

Brian Tan and Yuchun Ku, a marriage who started Zicasso as a travel challenge for their selves. They were busy executives in Silicon Valley and as a team, they wanted to explore two new international destinations each year, but they didn't have time to plan their vacations as they wanted. They didn't like the do it yourself idea of planning a trip and traditional travel agencies didn't help either because travel agents working in situ weren't as specialized as they wanted them to be, so as they searched, they found several travel specialists with expert destination knowledge and insider access to incredible experiences. These travel agents typically worked in small boutique companies; they identified a pressing need for a one-stop online service that could reliably match discerning travelers with proven, pre-qualified specialists in specific fields of travel. And thus, Zicasso was born.

As opposed from Virtuoso, in Zicasso network you don't pick yourself the travel agent you prefer from about 2,000 travel advisors, in this webpage you show have an interview with Zicasso managers and show them your preferences, then they select from their network two or three reputable and pre-qualified travel agents that most adjust to your priorities. Once they are advised they have a client, they compete to each other for your business using their expertise and insights to craft unique itinerary and activity proposals. Then, you select the travel agent who impresses you the most. After your itinerary is refined to perfection, book it with the travel specialist, who will then

confirm all services and coordinate all logistics – including 24X7 support throughout your trip. Finally, after your vacations you can write a review and help other future travelers who are interested in Zicasso.

## **5.2. TOUR OPERATORS**

### **5.2.1. Cox & Kings**

The longest established travel company in the world, winner of the World's Leading Luxury Tour Operators of 2015 prizes and also winner of Asia and India's Leading Luxury Tour Operator of 2015 and India's Leading Destination Management Company 2010 among others by the World Travel Award. World Travel Awards serves to acknowledge, reward and celebrate excellence across all sectors of the global travel and tourism industry.

World Travel Awards supports, promotes and develops the global travel and tourism industry by identifying and rewarding excellence and inspiring its practitioners to continually raise the standards of their product and service offering. Each year, WTA runs and governs a comprehensive program across a range of awards developed to recognize the industry's most vital sectors and product offerings. Awards are presented across three tiers: country, regional and world awards.

The World awards are the top tier of the WTA program and features the winners from the regional tier. Nominees have a proven pedigree of being the world's best.

The annual final shortlist of nominees in each World award is reached via the following criteria:

1. The winners from the corresponding regional award
2. Vetted and approved WTA commendations The voting process is online and a year-long communications campaign encourages global participation. The votes come from qualified executives working within travel and tourism and the consumer travel buyer.

A standard vote carries a weighting of one, while votes cast by verified travel professionals carry a weighting of two. To apply for the upgrade, users are required to complete the Travel Industry Voters section on registration and submit a minimum of 10 votes. Votes are internally audited to ensure the validity of each individual vote. (World Travel Awards, n.d.)

Its distinguished history began in 1758 when it was appointed as general agents to the regiment of Foot Guards in India under the command of Lord Ligonier.

Between 1750's and 1950's, Cox & Kings was witness to an exciting era in Indian history, and, in its own way, helped to shape it. In 1947, the British administration departed, but bound by strong ties to India, Cox & Kings stayed on and flourished. Today, Cox & Kings is a premium brand in all travel related services in the Indian subcontinent, employing over 5000 trained professionals. (Cox & Kings, n.d.)

Nowadays, Cox & Kings is located in five countries, such as Australia, Japan, United Arab Emirates, UK and USA, even though they are specialized in a ton of destinations, from Africa to Antarctic. Each region has its own web page where they show different services maintaining the standard line of the agency.

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## CONCLUSIONES

Después de haber realizado este proyecto, se concluye que el turismo de lujo es un nuevo segmento en alza, el cual lleva creciendo años atrás levemente pero que últimamente ha subido a gran escala. Los ingresos que dejan este tipo de turismo, que aún no está consolidado como un “tipo” de turismo en sí, son gratamente elevados, y aunque el número de turistas no sea elevado, se contrarresta con el gasto realizado, ya que es muy superior al que lleva a cabo el turista estándar.

Con respecto al perfil del turista de lujo, se puede afirmar que actualmente son viajeros jóvenes, que priman la experiencia sobre la ostentación y que no les pesa hacer un gasto superior mientras que los detalles, el entorno y el producto sean percibidos como únicos por el turista.

De acuerdo con los destinos elegidos y la gran cantidad de oferta de hoteles y Resorts de lujo en cada ciudad, se ha observado que la cadena hotelera Four Seasons Hotels and Resorts es la cadena que está más presente en todas las ciudades consideradas como destinos de lujo, aún siendo undécima en la escala de las mejores cadenas hoteleras del mundo. El puesto número uno de este gráfico (capítulo cuatro) lo ocupa la cadena Ritz Carlton, que después de finalizar la investigación, habiendo analizado cientos de hoteles y complejos vacacionales, o *resorts* en todos los destinos elegidos, se ha comprobado que su abanico de ubicación está bastante más reducido que el de otras cadenas.

Con respecto a los destinos seleccionados, se puede decir que Europa tiene una mayor oferta de países con posibilidades de lujo, gracias a la economía y la sostenibilidad social, al contrario de continentes como África, que aún poseyendo los destinos más solicitados por los turistas de lujo, no cuenta con tanta variedad de destinos para elegir, ya que el lujo en este continente se encuentra en puntos muy selectos, al igual que pasa con Asia, pero en menor proporción.

En conclusión, se puede afirmar que el turismo de lujo seguirá creciendo en el futuro, y lo hará en mayor proporción que el turismo estándar, ya que en los estudios realizados de la evolución del turismo, se prevé un incremento de este pero en menor proporción que en años anteriores, ya que el turismo se ha solidificado como un sector potencial y está bastante explotado.

Como consecuencia de la expansión del turismo de lujo en zonas como Europa, se espera que este movimiento salpique en mayor profundidad en España y en concreto en Andalucía, ya que poseemos un gran patrimonio histórico y cultural y una excelente oferta hotelera tanto en zonas rurales como costeras, que podría modificarse y adaptarse a los deseos y expectativas de este nuevo tipo de turistas.

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